

PROPRIETARY

VS.

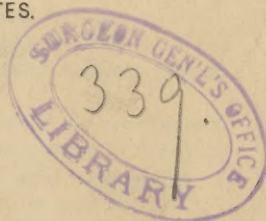
NON-PROPRIETARY. PREPARATIONS.

WHICH SHALL PHYSICIANS PRESCRIBE?

A NUMBER OF NOTORIOUS NOSTRUMS

— AND THEIR —

SCIENTIFIC SUBSTITUTES.



1885.

SCIENTIFIC DEPARTMENT,
PARKE, DAVIS & COMPANY,
DETROIT, MICH.

If it were possible to assemble in one grand gathering all the physicians on the globe, and after clearly explaining, in a manner intelligible to all, the relation of the proprietary medicine evil to the interests of physicians, to put this question to this great multitude: "Will you continue to prescribe proprietary preparations, or to give support to those who manufacture them?" we believe that such a shout of "No!" would go up from this vast assembly as would discourage for all time, further efforts on the part of manufacturers of proprietary medicines, who, under the pretense of friendliness, are working with mercenary intent, employing all the power of unlimited resources of capital, unrestrained by regard for the interests of science, to the material injury of the profession, *through whose active or passive aid alone, they are enabled to create a market for their preparations.*

Proprietary medicines, however, continue to be prescribed and endorsed by the medical profession, not only because their harmful tendency has not been made sufficiently apparent to physicians, but also, because some proprietary compounds have been found more convenient to prescribe, and more agreeable to take than extemporaneous prescriptions, and have been proven to possess a high degree of therapeutic efficacy.

The practical question suggested, therefore, is one which it is the purpose of this brochure to answer, namely: Is there no feasible method by the adoption of which the doctor may secure for himself whatever advantage of convenience, palatability, or medicinal value some proprietary medicine may possess, without offending against the laws of medical ethics, and driving a nail in the coffin of his hopes for professional and pecuniary success each time he prescribes them. There is, and this method is so simple, so effectual, and so easily put in practice by every physician, that we believe that it is only necessary to present it to the profession to secure its adoption. What is this method? Simply this: *There exists for every proprietary medicine which has been proven to be of value, a non-proprietary counterpart, or scientific substitute, essentially the same in convenience of administration, palatability, and medicinal efficacy.*

Can any rational physician hesitate for a moment in deciding which it is to his interest to prescribe, *the proprietary, or the non-proprietary* preparation? *

All that is needful is to supply for reference a list of the two classes of preparations side by side, the proprietary and the non-proprietary. Such a list with an enumeration of the medicinal virtues claimed to be possessed by the proprietary medicines, with a few descriptive comments, we append:

It may not be uninteresting in this connection to note the fact that while some of the proprietors and manufacturers of the nostrums enumerated publish what they state to be the working formulæ, any attempt to compound the preparations from these recipes, shows that they are not in reality the *true* working formulæ and mislead rather than enlighten.

In conspicuous contrast to this fact, may be mentioned the method on which is based the preparation of the scientific substitutes, viz., chemical analysis—and their distinctive feature is that any one possessing ordinary pharmacal skill can reproduce them from the formula accompanying them. They are emphatically open formulæ products.

* We shall be pleased to furnish on application pamphlets entitled "Open Pharmacy," and "How the Doctor can Advance his Professional and Pecuniary Interests," which explain the nature of proprietary medicines, their harmful tendency, and the manner in which physicians may protect their interests.

PROPRIETARY.

OPEN FORMULÆ.*

Fellow's Hypophosphites.
Scott's Emulsion Cod liver Oil.

Battle & Co.'s Bromidia.
Warner's Parvules.
Horsford's Acid Phosphates.
J. Collis Browne's Chlorodyne.
Tilden & Co.'s Bromo-Chloralum.
Wyeth's Beef, Wine and Iron.
Wm. S. Merrell's Fluid Hydrastis.

Hematic Hypophosphites.
Pure Cold Refined White Norwegian Cod-liver Oil.
Emulsion Pure Norwegian Cod-liver Oil.
Emulsion Cod-liver Oil with Dialyzed Iron, Glycerine and Catawba Wine.
Compound Cerebral Sedative.
Pink Granules.
Liquor Acidi Phosphorici.
Chlor-Anodyne.
Solution Chloride Bromine Compound.
Beef, Wine and Iron, Improved.
Fluid Extract Golden Seal, Aqueous.

It is hardly necessary to call the attention of physicians to the claims made for these proprietary medicines, since every effort is made by the proprietors to bring their medicinal virtues to the notice, not only of the medical profession, but in many instances, to that of the laity also.

We will briefly enumerate, however, *some* of their therapeutic properties, as set forth in the literature which accompanies them.

What is claimed for Fellow's Hypophosphites.

The proprietor of this preparation claims that it is of value in the treatment of the following diseases, namely: Anæmia, angina pectoris, asthenia, asthma, apoplexy, imperfect assimilation, bronchial affections, children's diseases, chorea, chronic chills, congestion of the larynx, consumption, cough, debility, diphtheria, dyspepsia, glandular disorders, hæmorrhages, indigestion, insomnia, lung and throat diseases, melancholia, menorrhagia, nervous affections, neuralgia, night-sweats, defective nutrition, ozena, paralysis, incipient phthisis, pneumonia, rapid growth, rickets, scrofulous diseases, skin diseases, strumous diseases, as a tonic, and in whooping-cough.

What is claimed for Hematic Hypophosphites.

It is claimed that this preparation is a faithful reproduction of Fellow's Hypophosphites in all essential particulars, accompanied with a published formulæ based on a careful analysis of Fellow's Hypophosphites. That it is, however, *non-proprietary* and is a scientific substitute for the nostrum mentioned. *That hematic hypophosphites is sold at about twenty five per cent. less than Fellow's Hypophosphites.*

What is claimed for Scott's Emulsion of Cod-liver Oil.

It is claimed for this preparation that it is of value in the treatment of scrofula, consumption, children's diseases, affections of the lungs, wasting diseases, exhaustion, glandular diseases, throat affections, cough, tubercular disease of glands, neuralgia due to defective nerve nutrition, debility, rickets, marasmus, cachexia, bronchitis mal-nutrition, and strumous affections.

What is claimed for Emulsion Pure Norwegian Cod-liver Oil, and Emulsion of Cod-liver oil and Dialyzed iron, Glycerine and Catwaba wine.

It is claimed that these preparations are *non-proprietary*, and in purity, permanence, and medicinal value, are unexcelled by any preparations of a similar character manufactured.

* The formulæ of any of these preparations will be furnished by us on application. Any pharmacist can fill and dispense these recipes, or we will supply the finished preparations in convenient form for dispensing.

The proprietors of this preparation claim that it produces refreshing sleep and is exceedingly valuable in sleeplessness, nervousness, neuralgia, head-ache, convulsions, colic, etc., and will relieve when opiates fail. That, unlike the preparations of opium, it does not lock up the secretions, and that in the restlessness and delirium of fevers it is absolutely invaluable.

What is claimed for Battle & Co.'s Bromidia.

It is claimed that this preparation is *non-proprietary*, that it is a scientific substitute for bromidia, and is equally efficient in all cases requiring a sedative, an hypnotic, or an anodyne.

What is claimed for Compound Cerebral Sedative.

It is claimed that parvules constitute an important class of new remedies, which are highly soluble, convenient, and well adapted for the administration of medicines in small and repeated doses.

What is claimed for Warner's Parvules.

It is claimed that pink granules are *non-proprietary*, that they are a scientific substitute for parvules, and possess all the advantages of convenience, purity, solubility, etc., that are claimed for parvules, and are sold at fifty per cent. less than parvules.

What is claimed for Pink Granules.

It is claimed that this preparation is of value in the treatment of aged persons, abuse of alcohol, as an appetizer, bladder troubles, brain diseases, cerebral irritation, constipation, consumption, debility, diabetes, fever drink, dyspepsia, physical exhaustion, female weakness, growing children, gravel, head-ache, hysteria, impaired vitality, indigestion, inebriety, impotence, kidney troubles, liver derangement, malarial debility, nervousness, neuralgia, night-sweats, partial paralysis, sea-sickness, sleeplessness, spinal irritation, spermatorrhœa, sun-stroke, syphilis, in relieving the ill-effects of tobacco, as a tonic, in uterine diseases, and as a vehicle for quinine.

What is claimed for Horsford's Acid Phosphates.

It is claimed that this preparation is *non-proprietary*, that it is a scientific substitute for Horsford's acid phosphates, and is equally well adapted for the treatment of the class of diseases for which acid phosphates is so highly lauded.

What is claimed for Liquor Acid Phosphoric.

It is claimed that this preparation is of great value as a diaphoretic, anodyne, anti-spasmodic, and astringent, and is indicated to produce perspiration in coughs, colds, influenza, etc.; to relieve pain in head and heart affections, neuralgia, and rheumatism; to control spasms in hysteria, rheumatism, gout, delirium tremens, cramps, hæmoptysis, croup, cystic, renal and uterine disease; and for its astringent effect in cholera, dysentery, diarrhœa, colic, etc.

What is claimed for Chlorodyne.

It is claimed that this preparation is *non-proprietary*; that it is a scientific substitute for chlorodyne, and is a reproduction of the latter preparation in all essential particulars; that in therapeutic efficacy it equals, and in pharmacal elegance excels, chlorodyne.

What is claimed for Chlor-anodyne.

It is claimed that this preparation is an efficient disinfectant.

What is claimed for Tilden & Co.'s Bromo-chloralum.

It is claimed that this preparation is *non-proprietary*, and is a scientific substitute for bromo-chloralum, and equally as valuable as a disinfectant.

What is claimed for solutions Chlorine Bromine Compound.

It is claimed that this preparation is of value in the treatment of all affections of the mucous surface, in stomatitis, leucorrhœa, nephritis, cystitis, dyspepsia, constipation, bronchorrhœa and cough, conjunctivitis, intestinal catarrh, gonorrhœa, and in many chronic diseases.

What is claimed for Wm. S. Merrell's Fluid Hydrastis.

What is
claimed for
Fluid Extract
Golden Seal.

It is claimed that this preparation is *non-proprietary*; that it is a scientific substitute for fluid hydrastis, and is possessed of equal medicinal value.

What is
claimed for
Wyeth's Beef,
Iron and Wine.

It is claimed that this preparation is of value in pallor, weakness, palpitation of the heart with nervous disturbance, impaired nutrition, impoverishment of the blood, and the various forms of general debility, sudden exhaustion, and as a valuable restorative for all convalescents.

What is
claimed for
Beef, Iron and
Wine, Im-
proved.

It is claimed that this preparation is *non-proprietary*; that it is a scientific substitute for the various proprietary preparations of beef, wine and iron in the market; that it is vastly superior to all others in *nutritive value*, and unexcelled by any as a stimulant and tonic in cases in which such a preparation is indicated.

We have enumerated a few of the proprietary preparations on the market, and believe that we have shown physicians that they need no longer prescribe them, since scientific pharmacy offers them in each instance a substitute, free from all the objections which are justly urged against proprietary preparations, the quality of which is guaranteed, and the price of which is very materially less.

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